

Leadership Jackson Class of 2000 Community Action Project Children's Health Insurance Program (CHIP)

- Project Sponsors: The Children's Defense Fund and the Jackson Medical Mall Submitted requests to Leadership Jackson for assistance in Increasing public awareness of CHIP.
- Background: Those involved with the CHIP program estimate that there are 85,000 uninsured children in the State of Mississippi, most of who qualify for Medicaid or CHIP. However, to date, only a handful of these uninsured children have applied for Medicaid or CHIP benefits. The problem is lack of information. Accordingly, every effort must be made to organize movements with the community to increase the public's awareness of CHIP.
- Project Goal: The goals as defined by the Leadership Jackson Community Action team was to continue the program of informing citizens of CHIP at a grass roots level, and expand the outreach program to include print, broadcast media and other forms of advertising.
- Accomplishments: Our Community Action team continued the efforts of the previous Leadership Jackson class by conducting CHIP awareness/ information events in the Jackson area. The combined efforts included, without limitation, information booths at local public schools and information booths at the Jackson Medical Mall. Through these combined efforts, information and applications were distributed to numerous families.

In conjunction with its grass roots efforts, our Leadership Jackson Class of 2000 Community Action Team set out to identify ways to expand the current outreach program to reach more eligible families with the message of CHIP. The team met with various community organizations and governmental agencies to determine the areas of greatest need and to identify ways of expanding the current promotional campaign. The team chose to secure mass advertising and ultimately partnered with LAMAR Advertising to place billboards in the Jackson area.

The team identified corporate, non-profit and educational organizations willing to provide funding for the purpose of increasing the scale of the outreach program through the billboard campaign. The following community leaders made monetary/ in kind contributions towards the billboard campaign:

- Children’s Defense Fund
- Jackson State University’s School of Allied Health
- LAMAR Advertising
- Horne CPA Group
- Mississippi Arts Alliance

Twelve billboards were set up on October 25, 2000, in areas throughout the City of Jackson. (See attached list)

The team worked in conjunction with Governor Ronnie Musgrove and his staff to design a billboard consistent with current promotional literature. In addition, Mac McKeigney with Communication Arts provided invaluable assistance with the billboard design.

Community Partners: Leadership Jackson worked closely with its community partners to ensure that our efforts will have the most impact and will serve as a model for other communities across the state and nation. The community partners are as follows:

- Communication Arts (Jean Lockett)
- Catholic Charities
- Mississippi Department of Health – Division of Medicaid
- Jackson Public Schools
- Jackson Medical Mall
- Children’s Defense Fund

Team Members: Robert Alexander, Horne CPA Group
 Dawn Buck, The Mississippi Commission for Volunteer Services
 Mike Cronin, Brunini Grantham Grower & Hewes, PLLC
 Lester Diamond, St. Dominic/ Jackson Memorial Hospital
 Robbie Kemp, Entergy, Inc.
 Jamie Martin, Butler Snow O’Mara Stevens & Cannada
 Cedric Morgan, MS Dept. of Health/ Division of Medicaid
 Karen Quay, City of Jackson, Mayor’s Office
 Ceagus Reed, Department of Veteran Affairs
 Charles Smith, Mississippi Arts Alliance
 Lillian Taylor, Jackson State University
 Armerita Tell, Office of the Governor
 Matt Yarborough, University Medical Mall
 Martha Yoste, The University Club

Leadership Jackson Class of 2000
Community Action Project
Children's Health Insurance Program (CHIP)

Billboard Location Listing

1. Hwy 80W, West of West Street Overpass SS P1 FE
2. Bailey Avenue, North of Fortification Street WS P1 FS
3. Northside Drive 600, East of Livingston P2 FW
4. Woodrow Wilson at 5 Points NS P1 FW
5. Terry Road 100, South of Lynch ES P1 FN
6. Hwy 18, South of Maddox Road ES FN
7. West Street at Stadium ES P1 FN
8. Capitol Street, East of Grand Avenue SS P1 FE
9. Lynch at Lucedale NS P1 FW
10. Valley Street, South of I-20 FS P1
11. 737 Cooper Road, West South of Prop SS P2 FW
12. Hwy 49N, South of Country Club Drive WS P2 FN

Leadership Jackson

A Program of the Metro Jackson Chamber of Commerce

PO Box 22548

Jackson, MS 39225-2548

601-948-7575 (Telephone) * 601-352-5539 (Fax)

The Alumni: The development of a strong, active and continuing alumni program is perhaps the most important aspect of Leadership Jackson. Graduates of the program strengthen the networking system and enhance the prestige of the program as alumni move into high-level leadership positions. They will work to find participants, session leaders and contributors for future Leadership Jackson sessions.

The Tuition: The tuition fee is \$1500. Participants are expected to secure their own funding. However, it is anticipated that sponsors, employers or other involved organizations may be willing to help with this deductible expense. Tuition assistance is available.

2000 – 2001 Program Year Calendar:

September 15-16, 2000	Fall Retreat
October 18, 2000	History, Money, Human Resources & Materials
November 15, 2000	Race & Gender Awareness in America
December 13, 2000	The Criminal & Civil Justice System and the Law
January 10, 2001	City & County Government
January 19-20, 2001	Mid-Year Retreat
February 14, 2001	Education
March 14, 2001	Human Needs, Health & Services
April 11, 2001	Quality of Life
May 11-12, 2001	Spring Retreat

